



Communications Plan

Nursing Program Changes | 2024

Situation Analysis

The Pre-Nursing Certificate will no longer be available starting Fall 2024. We need to communicate with students who have applied to this program, as well as those currently enrolled in it, to raise awareness and encourage them to transfer to the Healthcare Specialist TC or another program.

Goals

- Identify and educate students currently enrolled in the program and assist them in changing into the Healthcare Specialist TC program.
- Identify and educate prospective students who applied to the pre-nursing certificate program and assist them in changing to the Healthcare Specialist TC program.

Strategies

- SO sends general emails & texts about changes
- Advisors send emails & texts encouraging students to schedule an appointment
- FAQ will be available to cover basic information
- One-pager will be available with similar info to FAQ for advisors & students to reference

Audiences

- [Pre-Nursing Current Students](#)
- [Pre-Nursing Opportunities](#)
 - PRNU - CT
 - PRNS - CT
 - 6PRN - CT

Tactics & Timeline

Timing	Tactic	Notes
3/13	Email 1	
3/19	Text	
3/26	Email 2	



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Templates for Advisors

Email

Hi NAME,

Due to recent changes in the Nursing and Health Sciences programs, Ivy Tech is retiring the Pre-Nursing Studies Certificate in Fall 2024. Since you recently applied for that certification, I wanted to reach out and discuss other options you can move forward with. You will need to change your program before fall classes begin on August 19, 2024.

We now recommend students interested in pursuing the Nursing program apply for the [Healthcare Specialist Technical Certificate](#), which is designed to effectively prepare you for the Nursing application's prerequisites. You can learn more at [this FAQ page](#) about the transition. I'm sure you have many questions, so don't hesitate to reach out if you need more information than what you can find on that page.

If you're interested in switching to the Healthcare Specialist TC or would like to discuss transitioning to a different program, I would be happy to meet with you to go over your options. PREFERRED CONTACT METHOD.

SIGNATURE

Text

Hi NAME, I wanted to make sure you knew that Ivy Tech's Pre-Nursing Certificate is being retired in Fall 2024. Let's set up a meeting to go over your options and make sure you stay on track to apply for the Nursing Program!

[One-Pager Content](#)



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Email 1

Subject: Important Update on the Pre-Nursing Certificate

Beginning Fall 2024, Ivy Tech will no longer be offering the Pre-Nursing Certificate. If you have applied to this certificate program or are currently enrolled, you will need to change your program before classes begin August 19, 2024.

It's recommended that students who plan on applying to the Nursing program transfer to the [Healthcare Specialist Technical Certificate](#). This program is designed to effectively prepare students to apply to the Nursing program and any pre-requisite courses already taken as part of the Pre-Nursing CT will count toward the Healthcare Specialists TC. You can learn more at our [Pre-Nursing CT Suspension FAQ page](#).

Please schedule an appointment with your [Academic Advisor](#) to discuss next steps and to go over any questions you may have.

[SCHEDULE AN APPOINTMENT BUTTON](#)

If you would like to explore options beyond the Healthcare Specialist TC, contact your local [Career Coach](#) to go over your alternatives. For general questions, call 888-IVY-LINE (888-489-5463) or visit ivytech.edu/chat.

Text

Ivy Tech will no longer be offering the Pre-Nursing Certificate beginning Fall 2024. Schedule a meeting with your advisor to discuss your best alternative options: ivytech.edu/advising

Email 2

Subject: Reminder: Changes to the Pre-Nursing Certificate

The Pre-Nursing Certificate is being retired for Fall 2024. If you have applied to this certificate program or are currently enrolled, please schedule a meeting with your [Academic Advisor](#) to discuss the best alternative options for you.

It's recommended that students interested in applying to the Nursing program get started with the [Healthcare Specialist Technical Certificate](#) instead of the Pre-Nursing CT. This program is designed to effectively prepare students to apply to the Nursing program and any pre-requisite courses already taken as part of the Pre-Nursing CT will count toward the Healthcare Specialists TC. You can learn more at our [Pre-Nursing CT Suspension FAQ page](#).

Contact your Academic Advisor to discuss whether this option is best for you.

[SCHEDULE AN APPOINTMENT BUTTON](#)



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